



WCPO

ORDER

Print Date 10/29/12

Page 1 of 3

Flight Dates **10/31/12-11/06/12**

Contract / Revision **316187 /**
Original Date / Revision
 10/29/12 10/29/12
Advertiser **Mandel / Republican / US Se**

Agency **Strategic Media Placement**
Buying Contact
7669 Stagers Loop
Delaware, OH 43015

Product
Candidate. OH US SEN JOSH MAN
Agency Com 15%
Billing Contact
7669 Stagers Loop
Delaware, OH 43015
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:30:00
Estimate # **3125**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	38	\$41,437.50	\$48,750.00	0.00	10/29/12	11/06/12	38	\$41,437.50	\$48,750.00
Totals	38	\$41,437.50	\$48,750.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WCPO	10/31/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	5	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	MTWTF--					5	\$400.00		0.00		
N 2	WCPO	10/31/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$400.00	P-3	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	MTWTF--					3	\$400.00		0.00		
N 3	WCPO	10/31/12	11/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$375.00	P-2	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WCPO

Print Date: 10/29/12

Page 2 of 3

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Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **Candidate. OH US SEN JOE** Estimate # **3125**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	10/31/12	11/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S-					1	\$375.00		0.00			
N 4	WCPO	10/31/12	11/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S-					1	\$400.00		0.00			
N 5	WCPO	10/31/12	11/06/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S					1	\$575.00		0.00			
N 6	WCPO	10/31/12	11/06/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S					1	\$400.00		0.00			
N 7	WCPO	10/31/12	11/06/12	SU 9-10a SU 9-10a	CM	9-10a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S					1	\$1,400.00		0.00			
N 8	WCPO	10/31/12	11/06/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	M-WTF--					3	\$1,000.00		0.00			
N 9	WCPO	10/31/12	11/06/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	M-WTF--					2	\$1,000.00		0.00			
N 10	WCPO	10/31/12	11/06/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	M-WTF--					3	\$1,000.00		0.00			
N 11	WCPO	10/31/12	11/06/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	M-WTF--					3	\$1,000.00		0.00			
N 12	WCPO	10/31/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	M-WTF--					2	\$1,500.00		0.00			
N 13	WCPO	10/31/12	11/06/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S					2	\$1,000.00		0.00			
N 14	WCPO	10/31/12	11/06/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	M-----					1	\$6,500.00		0.00			
N 15	WCPO	10/31/12	11/06/12	CMA Awards CMA Awards	CM	7p-12a	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WCPO

Print Date: 10/29/12

Page 3 of 3

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Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **Candidate. OH US SEN JOE** Estimate # **3125**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WCPO	10/31/12	11/06/12	CMA Awards CMA Awards	CM	7p-12a	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	---T---					1	\$4,000.00		0.00			
N 16	WCPO	10/31/12	11/06/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	----F--					1	\$6,000.00		0.00			
N 18	WCPO	10/31/12	11/06/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	M-WTF--					5	\$900.00		0.00			
N 19	WCPO	10/31/12	11/06/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S-					1	\$4,500.00		0.00			
N 20	WCPO	10/31/12	11/06/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S-	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S-					1	\$900.00		0.00			
Totals														38	\$48,750.00